



# VST SHAKTI SAMACHAR

## SAFETY TIPS FOR SERVICING TEAM WHEN WORKING ON A TRACTOR

- Always dismantle the aggregates on a fixture or table to avoid unnecessary accidents.
- Make sure to use cranes and recommended belts while removal of components like engine, gear box, rear axle etc, from tractor.
- Do not press the differential lock and run the vehicle for more than 6 to 8 kilometres, as it might cause the breakage of rear axle and damage to the operator
- Do not remove the radiator cap while engine is running, shut down the engine and wait until it cools sufficiently.
- Use of starter should be limited for about 10 seconds per trial, if it is not successful, wait for about 10 seconds before the next trial, using the starter intermittently without waiting for certain period of time, can cause the battery to run down.
- Always mark the walking area in the service station to avoid unnecessary accidents.
- Keep the dismantled components and tools either in a tray or to the side to avoid unnecessary accidents.
- Wear recommended gloves while working on grinding machines or other machining areas.
- Use recommended tools for dismantling or assembling, as it might cause damage to the components and the technician.
- Always apply the parking brake while the tractor is in parking or standing, and select a flat and level ground for parking.
- For travelling on road with implement attached make sure to turn the flow control knob all the way clock wise and lock it there.
- Make sure both left and right brake pedals are locked while travelling on road.
- During tyre replacement, or grass or straw removal of rotary tiller, or during inspection of implement, for safety, place the position control lever in upward position, shut down the engine and be sure to lock the flow control lever.

## REQUEST FOR FEEDBACK

We welcome feedback, suggestions and writeups / articles from all the VSTians to contribute to the newsletter and make it a grand success.

You can call us on: 91 - 80 - 67141428  
or mail us to: [abinashgouda@vsttillers.com](mailto:abinashgouda@vsttillers.com)



VST SHAKTI

**VST TILLERS TRACTORS LTD**



A VST GROUP  
ENTERPRISE

Post Box No. 4801, Whitefield Road, Mahadevapura P.O., Bangalore - 560 048. INDIA

Phone: +91 - 80 - 67141418/23 | +91 - 80 - 67141111, Fax: +91 - 80 - 28510221, CIN: L34101KA1967PLC001706.

Website : [www.vsttillers.com](http://www.vsttillers.com), e-mail: [sales@vsttillers.com](mailto:sales@vsttillers.com)



# VST SHAKTI SAMACHAR

## FROM THE EDITORIAL DESK



Hello VSTians,

VST, since its inception has grown leaps and bounds. Our family has extended across India with vast network of employees, vendors, dealer fraternity and customers. An organization's growth is the result of collective effort of its stakeholders and the communication between them is the key to cut the vacuum.

A thought has emerged to facilitate an effective communication method amongst the family and has shaped into "VST Shakti Samachar". This is not a routine communication from Head Office to their sales staff, vendor, dealers or customers, but an interaction amongst them.

We have formed a team to compile all the required information that needs to be communicated and circulated amongst us. We request you all to contribute all the important information that your colleagues know, appreciate and help you with.

This will be a quarterly newsletter focusing on industry and marketing activities.

Your feedback and suggestions are welcome over phone or mail. Your involvement will help make "VST Shakti Samachar" a medium to communicate among VSTians...

Adios till again,  
Editorial Team



## FROM OUR VICE CHAIRMAN & MANAGING DIRECTOR's DESK

Hello VSTians,

Greetings!!

It gives me immense pleasure to address you all through this forum and I sincerely appreciate the efforts of my team in conceptualizing and rolling out "VST Shakti Samachar".

To smoothen the organization operation specially between office and field staff, this "VST Shakti Samachar" will play an important part.

A newsletter is the best form of communication mode that will reach the entire family. This will update the efforts put in by the counterparts and build a strong trust and bondage between them. It will further enhance the performance of the organization.

I would once again wish my team a good luck for their efforts and expect all their colleagues to join them and make "VST Shakti Samachar" a success.

Thank you,

V.P. Mahendra  
Vice Chairman & Managing Director



## EMPLOYEE FORUM

Human resource is the basic foundation of any organization. We at VST are proud to source and retain employees with talent, and further nurture their skills.

### Sri. BIDARALLAPPA

VST is proud of Mr. Bidarallappa, who started his career with us and has been loyally serving this company for over 37 years.



Born to a farmer family, Mr. Bidarallappa joined VST as a mechanic after completing SSLC. Within 5 years of his service in the organization, he had been deputed to Mitsubishi Heavy Industries, Japan Plant for four and half months, that has given him international exposure.

The journey of Mr. Bidarallappa at VST started as a Mechanic and now he is serving us as an Engineer. During his service at VST, he has seen many milestones like development of VWH, TREM III ENGINES for 130DI of Tillers and 18.5HP, 22HP Engines for tractors.

### Sri. B. T. RAMESH



Mr. B.T. Ramesh is another senior employee at VST who has been serving the organization for 28 years. Mr. Ramesh has a Diploma in Mechanical Engineering and has contributed his skills for Power Tiller & Tractor development, ADC & ADDC for Tractor

## TIME MANAGEMENT TIPS

Improve Your Time Management Skills

Do you often feel like you have more things to do than you have time to do them? Here are tips to help you improve your time management skills both at work and at home.

### Keep Prioritized "to do" Lists:

List tasks you must complete in order of priority (most important to least important). Cross off items as you complete them.

### Schedule Breaks:

Schedule breaks at regular times. You'll be less likely to goof off when you should be working.

### Learn to Delegate:

Don't try to do it all yourself. Assign jobs to others.

### Get Organized:

It's much easier to accomplish tasks if your work area is organized.

### Get Enough Sleep:

Although it's tempting to work long hours, in the end you're actually less efficient when you're tired.





## EVENT INDEX

INAUGURATION OF  
TRAINING CENTRE IN  
BHUBANESWAR,  
ODISHA & RTP SEMINAR

PROMOTIONAL CAMPAIGN  
AT BETIAH, BIHAR

REFRESHER  
PROGRAMME  
CONDUCTED AT  
KARNATAKA

REFRESHER  
PROGRAMME  
CONDUCTED AT  
BIHAR

REFRESHER  
PROGRAMME  
CONDUCTED AT  
NORTH EAST INDIA

CUSTOMER  
AWARENESS  
PROGRAMME AT  
SHIMOGA &  
CHIKMAGALUR  
DISTRICT

ROAD SHOW IN MYSORE  
ON VOTE AWARENESS  
PROGRAMME

TAMM 2014 HELD AT  
IISR LUCKNOW

MIDC AGRI EXHIBITION  
- KOLHAPUR

BHOPAL AGRI MELA

GOA AGRI MELA

## INAUGURATION AND SEMINAR

VST in association with the Department of Agriculture and Government of Odisha, has started a Training Centre in Bhubaneswar that was inaugurated by Sri R.S.Gopalan, IAS, Director of Agriculture & Food Production, Bhubaneswar, Odisha.

A seminar was organized on the same day on "Popularization of Rice Transplanter".



## PROMOTIONAL ACTIVITY

We started our promotional campaign in the form of Van Branding. The first campaign rolled out at Betiah, Bihar, through our dealer M/s. Sri Ram Agro Agency to promote our tillers and tractors.



## REFRESHER PROGRAMME

VST team had conducted a one day refresher programme at different venues in Karnataka, Bihar and North-East India areas for the benefit of the dealers and mechanics.

The programme was conducted by our most experienced service executive, Mr. Palanivel, who has explained in detail the working specifications of different tillers and tractors and also demonstrated the usage of special tools provided by the company for tillers and tractors.

### REFRESHER PROGRAMME CONDUCTED AT KARNATAKA:



### REFRESHER PROGRAMME CONDUCTED AT BIHAR:



## ROAD SHOW ON VOTE AWARENESS PROGRAMME

VST along with its Mysore dealer & supported by farmers conducted a road show on Vote Awareness Programme in Mysore District.



## HOW TO INTERACT WITH COLLEAGUES AND ASSOCIATES

Positive interaction with colleagues and associates is essential to successful business networking. Establishing patterns of positive interaction with peers creates comrades. This same pattern of positive interaction with colleagues creates relationships, helps build trust and can eventually land the next big deal for the company. Honest, upfront communication paired with enthusiasm and simple etiquette creates feelings of trust and respect among colleagues and associates alike.

**Make eye contact.** Looking someone in the eye is a non-verbal form of communication. It allows the other person to see that you are focused on them and what they are saying. Though this may make some feel uncomfortable, it conveys a silent respect for the person talking. It says "I am listening. What you have to say is important to me."

**Shake hands.** The age-old tradition of shaking hands has not lost its effect. Many people make assumptions about another person's personality just by their handshake. The perfect

contd..





## HOW TO INTERACT WITH COLLEAGUES AND ASSOCIATES

contd..

handshake applies to both men and women. Using the right hand; a complete grip and a firm squeeze (but not too strong); a cool and dry palm; approximately three shakes, with a medium level of vigor, held for no longer than two to three seconds. The more hands you shake, the more confident you will feel in your own handshake.

**Smile.** Research supports the positive effect of smiling and other positive emotional displays on a sales encounter. A genuine smile not only makes you feel good, but conveys those good feelings to those around you.

**Be upfront.** When others feel that you are willing to be honest and upfront with them before they even ask, they will be more likely to trust you with important information and pivotal decisions in the future.

**Make the effort.** Communication, like relationships, is a two-way street. Don't wait for your peers and associates to come to you. Seek out others and demonstrate a genuine interest. The old adage "it takes a friend to be a friend" is applicable in every aspect of business and personal interactions.

**Censor conversations.** No matter how comfortable a business professional feels with peers and associates, it is never acceptable to use profanity, make sexual comments or discuss inappropriate topics. This type of behavior can create tension and put undue stress on important business relationships.



## CUSTOMER AWARENESS PROGRAMME

VST Tiller Tractors Ltd. had conducted a customer awareness programme at Shimoga & Chikmagalur District, where the VST team visited all the garages in the area and met all the mechanics and old customers for the first time to create awareness on genuine spares and services and given a detailed discription on our products and their features.

Most of our customers are very happy with our products and services and our presence in the market. The data collected during the survey revealed that many of our products, which are more than 25 years old are still being used by the farmers and are in very good condition. Many customers recollected how our products had helped them in making their work easier in the field and are loyal to us.



## INDUSTRY EVENTS

VST Tillers Tractors Ltd., participated in the National Meet of Tractors and Agricultural Machinery Manufacturers (TAMM 2014) held at IISR Lucknow.



We have also participated in few Agricultural Melas / Exhibitions held in different parts of India.

### MIDC Agri Exhibition - Kolhapur



### Bhopal Agri Mela



### Goa Agri Mela



## PERSONALITY DEVELOPMENT TIPS

Personality is the typical pattern of thinking, feeling and behaviors that make a person unique. When we say that an individual has a good personality it simply means that they are interesting, likeable and pleasant to be with. Therefore, personality is more important that physical appearance or looks when it comes to interacting with others.

While we can only enhance our physical appearance to a certain extent, we have an unlimited ability to improve our personality.

**Listen to Others:** Be a better listener. There is no greater feeling than having somebody to listen to you. This is because it makes you feel like you are the most important person in the whole world.

**Meet New People:** Try as much as possible to meet new people especially those who are not like you. This gives you an opportunity and also exposes you to new culture & different ways of thinking.

**Be Yourself:** If you have no opinion over something, do not try to be someone you are not. Molding yourself to fit in or be accepted usually backfires

**Be Positive:** Always have a positive outlook and attitude, be the person with positive energy and who always lights up a room when you enter it.

**Be Supportive:** Being supportive to others is one of the best qualities that you can combine with your good personality. Just like you welcome it, be the support to others when they need it.

**Have Integrity and Treat Others with Respect:** Being honest and true to your word will attract admiration, respect and gratitude of others. Integrity and respect greatly improves one's personality.